

## Message Text

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ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/CAGNE/JHALDANE  
APPROVED BY EB/OCA/CM/LKLIEFORTH  
COM/CAGNE/PHALE  
COM/DAS/IC/CWHOSTLER  
COM/DIB/RGARNITZ  
NEA/RA/HMOMONTGOMERY  
NEA/EGY/GBROWN  
EB/OCA/CM/AWALLACE

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R 280211Z JAN 76  
FM SECSTATE WASHDC  
TO AMEMBASSY CAIRO

UNCLAS STATE 020939

E.O. 11652: N/A

TAGS: BEXP, EG

SUBJECT: U.S. COMMERCIAL PRESENCE PAVILION AT CAIRO INTER-  
NATIONAL TRADE FAIR

REF: CAIRO 0471

1. SUGGESTION FOR TOPICS TO BE DISCUSSED AT NEAR EAST AND  
NORTH AFRICAN COMMERCIAL CONFERENCE CONTAINED IN REFERENCED  
TELEGRAM ARE APPRECIATED.

2. HOWEVER, USDOC IS PUZZLED BY POST COMMENT THAT THE  
COMMERCIAL PRESENCE FAIR PROGRAM HAS LIMITED APPLICA-  
BILITY AND LACK OF SUITABILITY FOR TRADE PROMOTION IN THE  
MIDDLE EAST. USDOC PARTICIPATES IN SUCH NATIONAL FAIRS  
WHEN AN EMBASSY REQUESTS THE DEPARTMENT OF STATE TO  
RECOMMEND SUCH ACTION PRIMARILY TO SERVE POLITICAL OBJEC-  
TIVES. THIS PARTICIPATION IS TO PROVIDE "COMMERCIAL  
PRESENCE" IN KEEPING WITH THE STATED PURPOSES OF THESE  
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NATIONAL FAIRS AND IS TO MAXIMIZE TO THE EXTENT POSSIBLE

THE LONG TERM COMMERCIAL GAIN WHICH MIGHT ACCRUE TO THE UNITED STATES BY DEMONSTRATING ITS INTEREST IN THE TRADE OBJECTIVES OF THE HOST COUNTRY.

THUS, STATE AND COMMERCE, RELYING ON THE RECOMMENDATION OF THE POST APPROACH PARTICIPATION NOT IN A COMMERCIAL SENSE FROM A STRICTLY "DOLLAR-AND-CENTS" VIEWPOINT, BUT RATHER FROM THE KNOWLEDGE THAT THE EVENT WILL LIKELY HAVE SIGNIFICANT POLITICAL ADVANTAGES AND, HOPEFULLY, SOME LONG-RANGE COMMERCIAL BENEFITS.

3. BASED ON EMBASSY'S REQUEST, COMMERCIAL PRESENCE PARTICIPATION HAS BEEN ORGANIZED FOR THE MARCH CAIRO FAIR. WHILE THE BASIC REASONS FOR MOUNTING THIS PARTICIPATION ARE NOT IMMEDIATE OR SHORT-TERM SALES, A STRONG COMMERCIAL SHOWING, FOLLOWING LAST YEAR'S "SHOW THE FLAG" EVENT, WOULD PERMIT CONSIDERATION OF A COMMERCIALY ORIENTED TYPE I FAIR WHICH IS PLANNED AND OPERATED IN ACCORDANCE WITH ESTABLISHED COMMERCIAL CRITERIA. KISSINGER

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